

1. (AMENDED) A ~~machine~~ system-implemented method of doing business comprising:

- enabling to stimulate commercial activities, the enabling comprising:

- enabling to be notified by a customer of a specific one of the commercial activities;

- upon being notified, enabling customizing, via a data network, of equipment of the customer as associated with the commercial activity.

#### IN THE ABSTRACT

Please replace the Abstract by the following:

A business model is provided for the sales of products or services that is especially interesting to Internet-enabled and/or after-market upgradeable electronic devices. When a customer has purchased a device via a retailer, the customer is requested, as part of a registration procedure, to return information about the purchase to the manufacturer, importer or distributor. Based on this information, the Internet-enabled device is customized so that, e.g., a home web-site for the device carries an advertisement banner of the retailer and a link to the retailer's home page for some time period.

#### REMARKS

Applicant respectfully submits an amended title. The amended title is fully supported by the application as filed, e.g., by page 2, lines 5-7. Applicant respectfully submits that the amended title is representative of an embodiment of the invention, and should not be considered as limiting the scope of the claims.

Q2 A business model is provided for the sales of products or services that is especially interesting to Internet-enabled and/or after-market upgradeable electronic devices. When a customer has purchased a device via a retailer, the customer is requested, as part of a registration procedure, to return information about the purchase to the manufacturer, importer or distributor. Based on this information, the Internet-enabled device is customized so that, e.g., a home web-site for the device carries an advertisement banner of the retailer and a link to the retailer's home page for some time period.